



Press Release

For Immediate Release

MTS launches in Nagpur; Expands operation in Vidarbha region

Special offer of 1 paisa for 2 seconds for all local calls in Mumbai, Maharashtra & Goa and MTS to MTS local calls at 1 paisa for 4 seconds

MBlaze, high speed data service in 17 cities of the State

Nagpur, 28 May, 2010: MTS, the mobile telephony services brand of Sistema Shyam Tele Services Ltd (SSTL) today launched its services in the city of Nagpur covering the Vidarbha region of Maharashtra. The company already has a presence in the high speed data service, MBlaze, in the city. With the launch of voice services MTS has completed its roll out in Maharashtra state.

MBlaze, the high speed broadband data service is already available in 17 cities of Maharashtra including Nagpur, Amravati, Jalgoan, Aurangabad, Ahmednagar, Nasik, Pune, Kolhapur, Solapur, Sangli & Goa.

MTS also made an inaugural promotional offer of half a paisa per second call charges, promising the best value proposition for its subscribers among the existing operators and competition. MTS subscribers can connect between MTS to MTS network at just one paisa for four seconds with lifetime validity.

Mr. Manish Kharbanda, Chief Human Resource Officer, SSTL, said, “The launch of voice services in Nagpur completes our expansion in the Vidarbha region. The offer of a complete package of voice and data services will give the subscribers a unique proposition of mobile telephony with unbeatable prices.”

Mr Vlad Pozdyshev, Chief Customer Service Delivery Officer, SSTL, said, “Since subscriber is key in a crowded mobile telephony market, our focus is on their experience with our products and services equally. With launch MTS in the region, we are proud to bring in a seamless customer service experience for our valued subscribers.”

Mr. Suubodh Kumar Srivastava, Chief Operating Officer of Mumbai, Maharashtra & Goa, SSTL, said “MTS will have its network presence across the State from the first day of the launch, giving the subscribers the benefit of our special offers of half a paisa per second for all local calls in Maharashtra, Goa & Mumbai; one fourth a paisa per second for MTS to MTS calls, bundled with complete range of value added services.

We hope to reach subscribers through our Branded stores, mass retail outlets & direct sales force with an aggressive strategy for tapping the mass market as well as corporate customers. MTS services are available in 984 towns of the State.”

Highlights of special offers for MTS voice subscribers in Pune:

- Half paisa per second – all Local calls
- First Recharge coupons ranging from Rs 49 to Rs148 to suit all budgets
- Top-Up vouchers available from Rs10 to Rs1000 with full talktime on Rs50 & above top-ups
- SMS Packs available from Rs 9 to Rs 32 for Local & National reach
- Hourly local packs from Rs 53 to Rs 199 with 30 days validity
- STD Packs available from Rs 25 to Rs 79 from 15 days to 30 days validity
- ISD Msavers with special tariffs for US, Canada and Gulf region

High on features, MTS connections are available on variety of sleek, stylish and user friendly bundled handsets and also on series of Open Market Handsets suiting requirements of the young and trendy customers.

MTS has a large, seamless high-speed mobile data services network in India offering speeds of up to 3.1 Mbps in 74 cities across India. MBlaze service offers 24 hours of free download as part of the inaugural offer with no roaming surcharges while using the MTS network across India. Free internet browsing to certain websites like Make MyTrip, Wikipedia, Yahoo India will allow subscribers to stay abreast with the latest in news, sports and fashion.

MBlaze will be available on prepaid platform across Maharashtra and on postpaid platform in select cities & towns. With the expansion of voice services, MTS has completed its presence across the State.

About Sistema Shyam TeleServices Limited

Sistema Shyam TeleServices (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority share holder in this joint venture with a 74% equity stake, along with the Shyam Group holding a 23.5% stake

and the remaining 2.5% being publically held. SSTL has spectrum to provide mobile telephony services in all the 22 circles across the country.

MTS is well recognized in India and worldwide for its commitment to high quality and innovative telecom solutions. MTS has recently been ranked by Millward Brown as 72nd out of the top 100 brands in the world. In a short span of time, MTS has secured over 4.5 million subscribers in the telecom circles of Kolkata, West Bengal & Sikkim, Rajasthan, Chennai & Tamil Nadu, Kerala, Bihar & Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR, Haryana, Karnataka and Andhra Pradesh. MTS has more than 100 million subscribers all over the world.

For more information visit: <http://www.mtsindia.in>

Media contact:

Anurag Nigam
Sistema Shyam TeleServices Ltd.
M. 09136001571
anurag.nigam@mtsindia.in

Roshan Patil
Adfactors PR Pvt Ltd
M. 9326402429
roshanvpatil@gmail.com